



STATE OF MICHIGAN
DEPARTMENT OF EDUCATION
LANSING



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SUPERINTENDENT OF
PUBLIC INSTRUCTION

August 8, 2007

TO: Local and Intermediate School District Superintendents,
Public School Academy Superintendents and Non-Public Schools

FROM: Carol Wolenberg, Deputy Superintendent

SUBJECT: Advertising Inside School Buses

Placing signs inside school buses as part of a school bus advertising campaign has been identified by the Michigan Department of Education as an area in need of statewide guidance. At a June 21, 2007, meeting, the Pupil Transportation Advisory Committee recommended adoption of a pupil transportation "Best Practice" to address this item. The Michigan Department of Education recommends that school districts use the following guidelines if they are considering the idea of placing signs inside of school buses.

Advertising Inside School Buses

The placement of advertising signs inside school buses has been identified as a source of revenue for school districts and non-public schools. The following guidelines are considered best practice for Michigan school districts when considering locating signs inside school buses.

1. Signs will be allowed on the ceiling interior of the school bus above the side window area.
2. Signs painted or stenciled onto the allowed area are preferred, however, stick on signs are acceptable.
3. Magnetic signs are prohibited.
4. Signs must not be made of any material or attached in such a way as to present a possible hazard to the bus riders.
5. Signs must not cover, or interfere in any way, with any of the markings, lights, speakers, or other equipment in the bus interior that are placed there by the school bus manufacturer.
6. School personnel should study the issue of material flammability to assure for occupant safety.
7. It is recommended that signage messages promote academic excellence, safety, public service, and/or good character.
8. It is further recommended that local districts form a committee including parents as well as appropriate school personnel to approve and monitor advertising messages prior to their placement in school buses.

The Michigan Department of Education encourages all districts to adopt a policy regulating the issue of signs in school buses. Exterior advertising on school buses is prohibited by Section 33 of the Pupil Transportation Act 187 of 1990.

This Best Practice has been recommended by the Pupil Transportation Advisory Committee.

cc: Captain Robert R. Powers, Jr., Michigan State Police

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